

# USICHUKULIE POA NYUMBA NI CHOO CAMPAIGN

## QUARTER 4 PUBLIC RELATIONS REPORT



OCTOBER-DECEMBER, 2019

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# Highlights

- ❖ The **#Nyumba ni Choo Campaign** in the reviewed quarter indicated about 4.3 thousands mentions on the online media, equivalent to 40.3% increased mentions as compared to previous period.
- ❖ **Twitter** had more posts (416 posts) on **#Nyumba ni choo Campaign** related stories in the reviewed quarter.
- ❖ **ITV Tanzania @facebook.com** had more engagement stories (14,000 engagements) on **#Nyumba ni choo campaign** in the reviewed quarter.



ITV Tanzania shared an image



Ni vizuri kuweka katika maadishi kila unachopanga kufanikisha kwenye mwaka mpya wa 2020. **#NyumbaNiChoo** tunatamani kila kaya iwe na **choo** bora Tanzania. Tumeamua tunaweza. **#tumetokambali**



**Mmassy Jr (II)** @LelloMmassy tweeted

Yani kuna mipesa inatengwa huko duniani. Tena mingi tu ili kuja kuwakumbusha wa Afrika hususani wa Tanzania kuwa..... 1. **Nyumba ni Choo** 2. Kutumia Chandarua 3. Kutumia Condom 4. Kunawa mikono 5. Kumaliza dozi Hivi tukiitwa Bara la Giza tunakasirikaga nini?

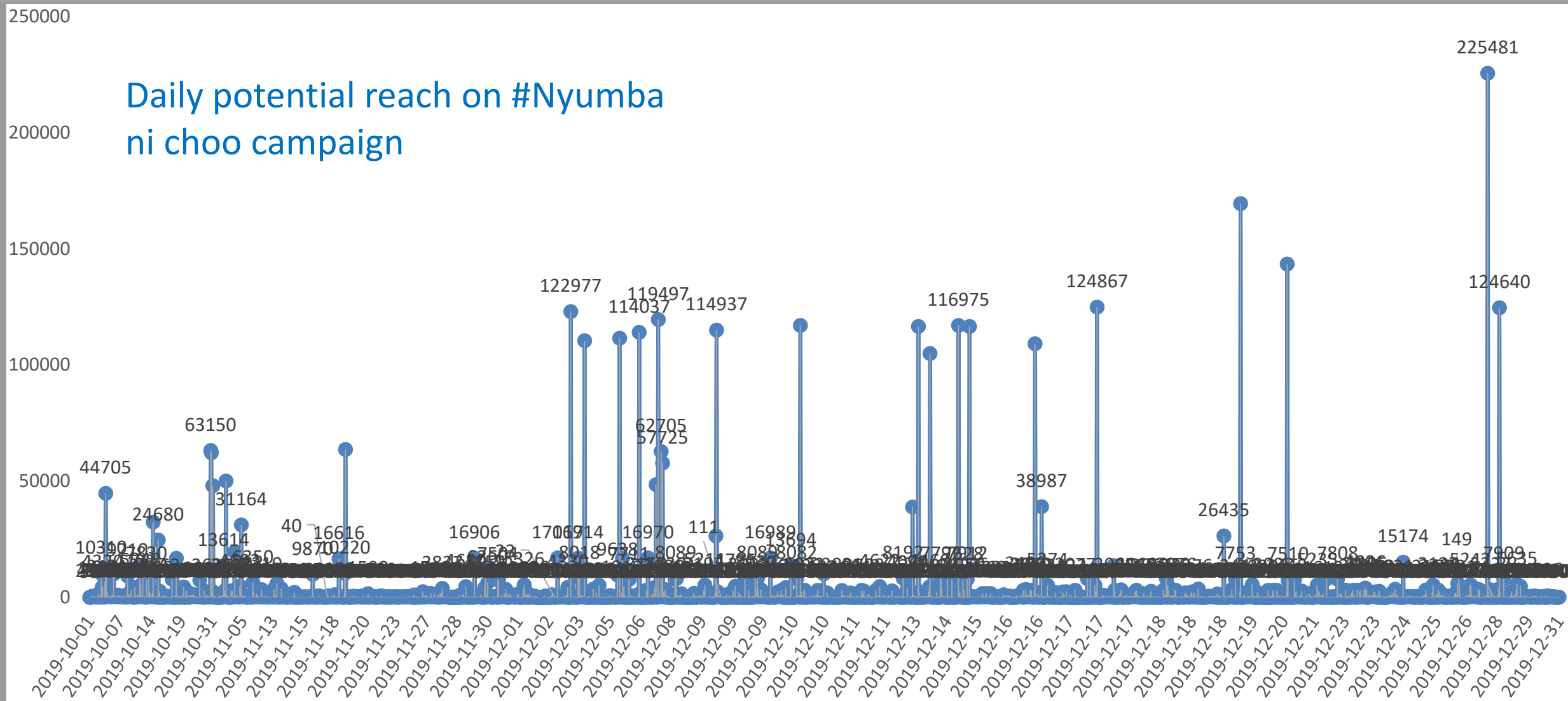
published on 27/10/19 at 13:01 | Twitter | Tanzania | twitter.com

# Reach

- ❖ The **#Nyumba ni Choo campaign** had **4,414,226** potential reach online on the reviewed quarter.
- ❖ The results indicated a **9311%** increased reach as compared to **46,905** reach on previous quarter .
  - ✓ The increased reach on **# Usichukulie Poa Nyumba ni Choo** related stories online might be due to increased shares of mentions and/or stories on the campaign on *twitter* and *facebook* by 44.4% and 32.1% respectively.

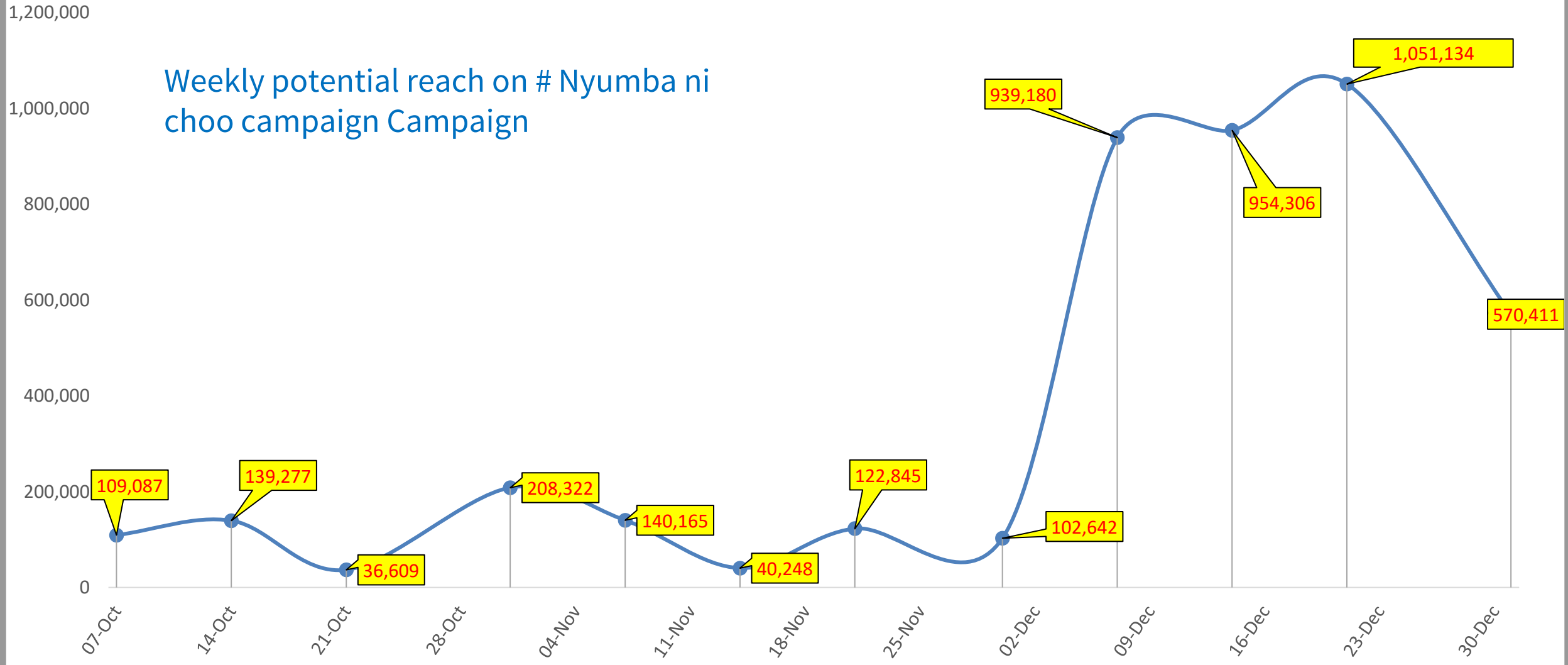
# Potential Reach Over Time

Daily potential reach on #Nyumba ni choo campaign



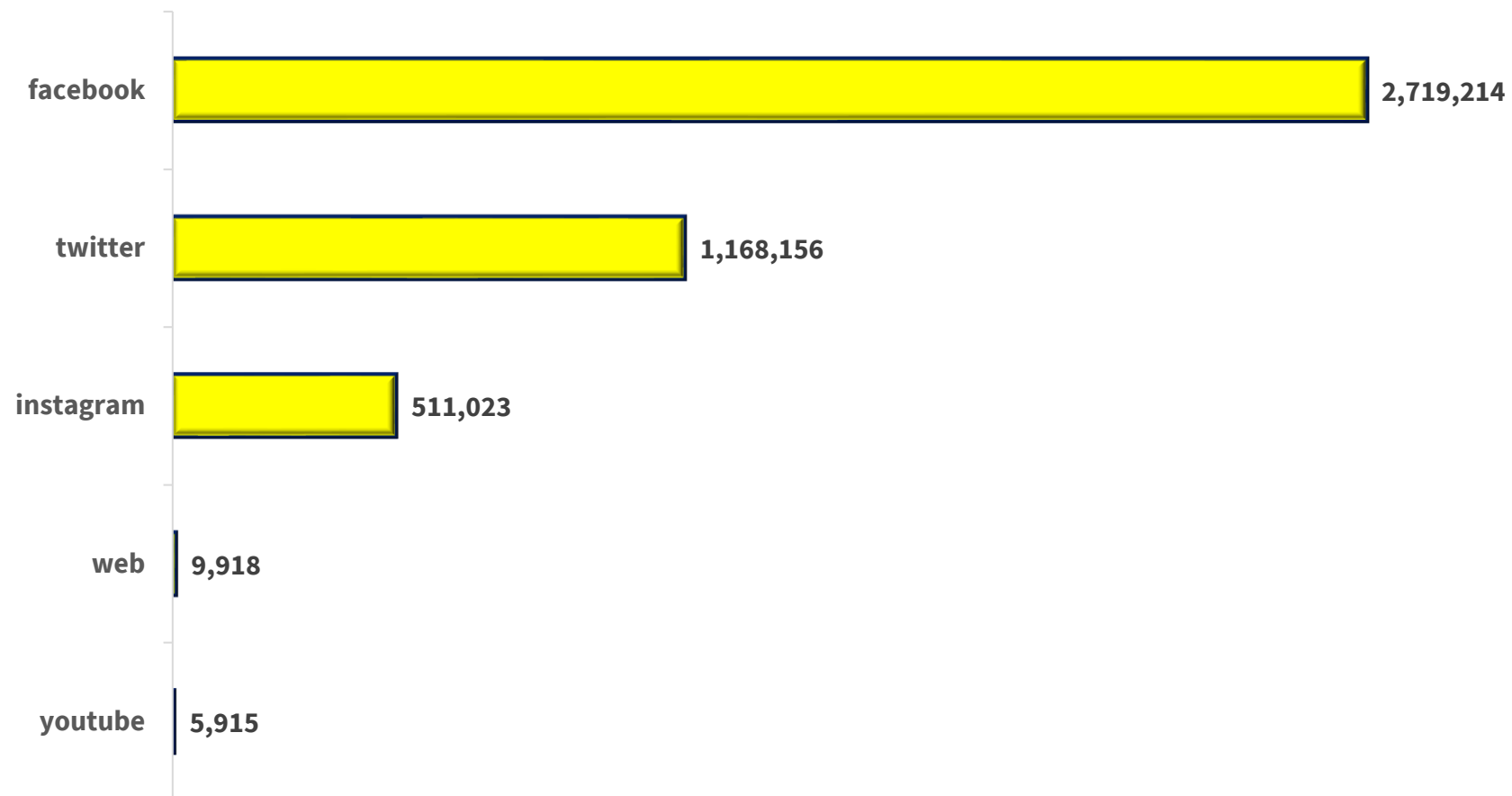
# Potential Reach Over Time

Weekly potential reach on # Nyumba ni choo campaign Campaign

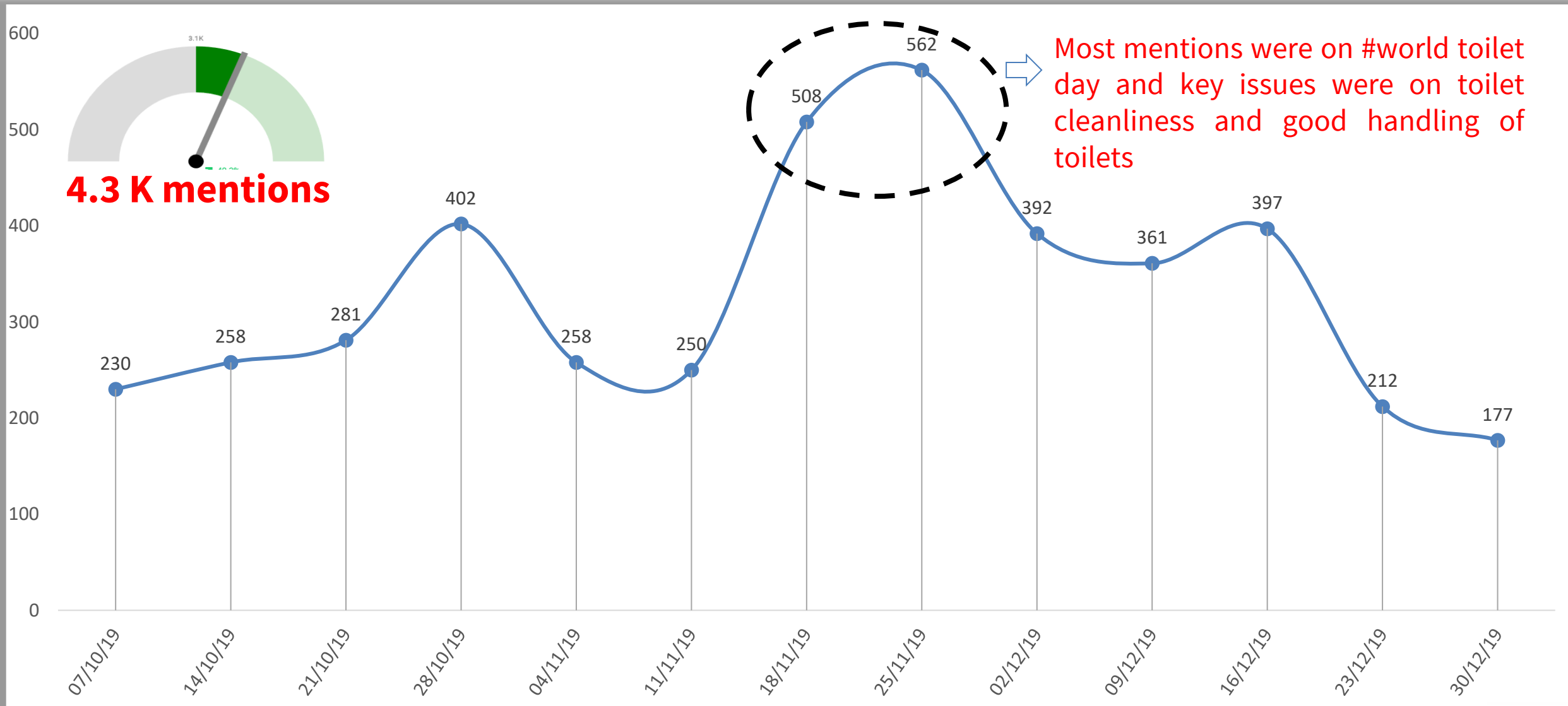


# Total Reach Per Source

## Reach Source Media Types



# Volume and Trends

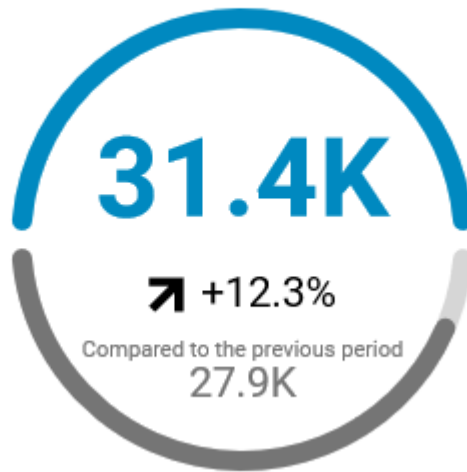




# Engagement

## ENGAGEMENT

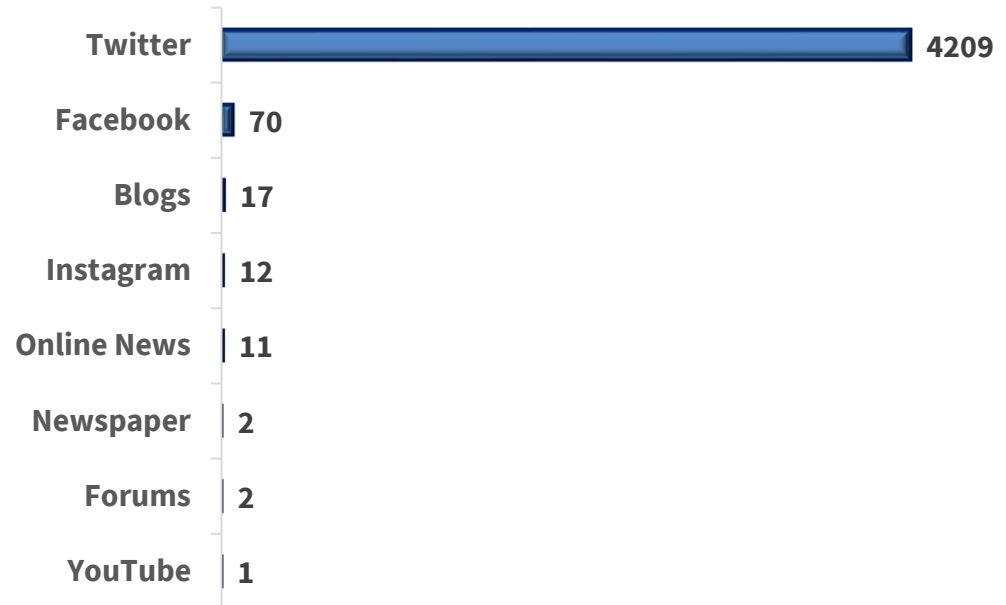
#UsichukuliePoaNyumbaNiChoo



- ❑ Twitter platform continued pushing the largest chunk of the online publicity, mainly due to the Retweet functionality on the platform.
- ❑ Twitter's ease of use allowed for quick content sharing (retweets), liking and commenting/replying.

- ❑ The **#Nyumba ni choo campaign** related stories indicated 31.4 thousands engagements on online media.
- ❑ The results imply 12.3% increased engagements as compared to the previous period.

## Mentions Source Media Types



# Influence

Influencers	Source Type	Posts				Reach	Reach per mention	Engagement	Engagement per mention
		Total	Positive	Neutral	Negative				
ITV Tanzania, facebook.com	Facebook	23 ↑ 4.5%	22	1	0	48.3M ↑ 6.8%	2.1M ↑ 2.1%	14.2K ↑ 54.4%	618 ↑ 47.6%
itvtz, instagram.com	Instagram	12 ↓ 55.6%	11 ↓ 59.3%	1	0	4.2M ↓ 44.8%	353.2K ↑ 24.3%	5K ↓ 39.9%	418.1 ↑ 35.3%
Usichukulie Poa, Nyumba ni Choo (@NyumbaNiChoo)	Twitter	419 ↑ 28.9%	392 ↑ 39%	26 ↓ 39.5%	1	2.5M ↑ 36.4%	5.9K ↑ 5.8%	3.8K ↑ 62.9%	9.1 ↑ 26.3%
TFF TANZANIA (@Tanfootball)	Twitter	43 ↑ 138.9%	42 ↑ 133.3%	0	1	6.4M ↑ 190.6%	148.8K ↑ 21.6%	1.4K ↑ 15.8%	31.7 ↓ 51.5%
Jabir, J.A (@bajabiri)	Twitter	278 ↓ 21.5%	266 ↓ 6%	10 ↓ 85.9%	2	15.7M ↓ 9.9%	56.4K ↑ 14.7%	865 ↓ 35.4%	3.1 ↓ 17.8%
Hika_Lyimo (@iamthatfemale)	Twitter	30	29	1	0	639.8K	21.3K	802	26.7
Paracetamol (@heristarick)	Twitter	127	122	5	0	1.6M	12.5K	609	4.8
Ewillnya (@ewillnya)	Twitter	1	1	0	0	6.2K	6.2K	575	575
Mmassy Jr (II) (@LelloMmassy)	Twitter	2 ↑ 100%	1	1	0	60K ↑ 111.7%	30K ↑ 5.8%	446	223
ZiiYa (@FaudearMimi)	Twitter	175 ↓ 57.1%	162 ↓ 52.1%	13	0	2.7M ↓ 52.6%	15.3K ↓ 9.5%	444 ↓ 106.5%	2.5 ↓ 57.4%

- ✓ ITV Tanzania on #facebook and #Instagram appeared to be the top influencer of the #Nyumba ni choo campaign in the reviewed quarter.
- ✓ Twitter had the highest engagement on the #Nyumba ni choo campaign in the quarter

### Most active author



Usichukulie Poa, Nyumba ni...  
Twitter  
419 Posts

### Most influential author



ITV Tanzania  
Facebook  
14.2K Engagement

### Most active site



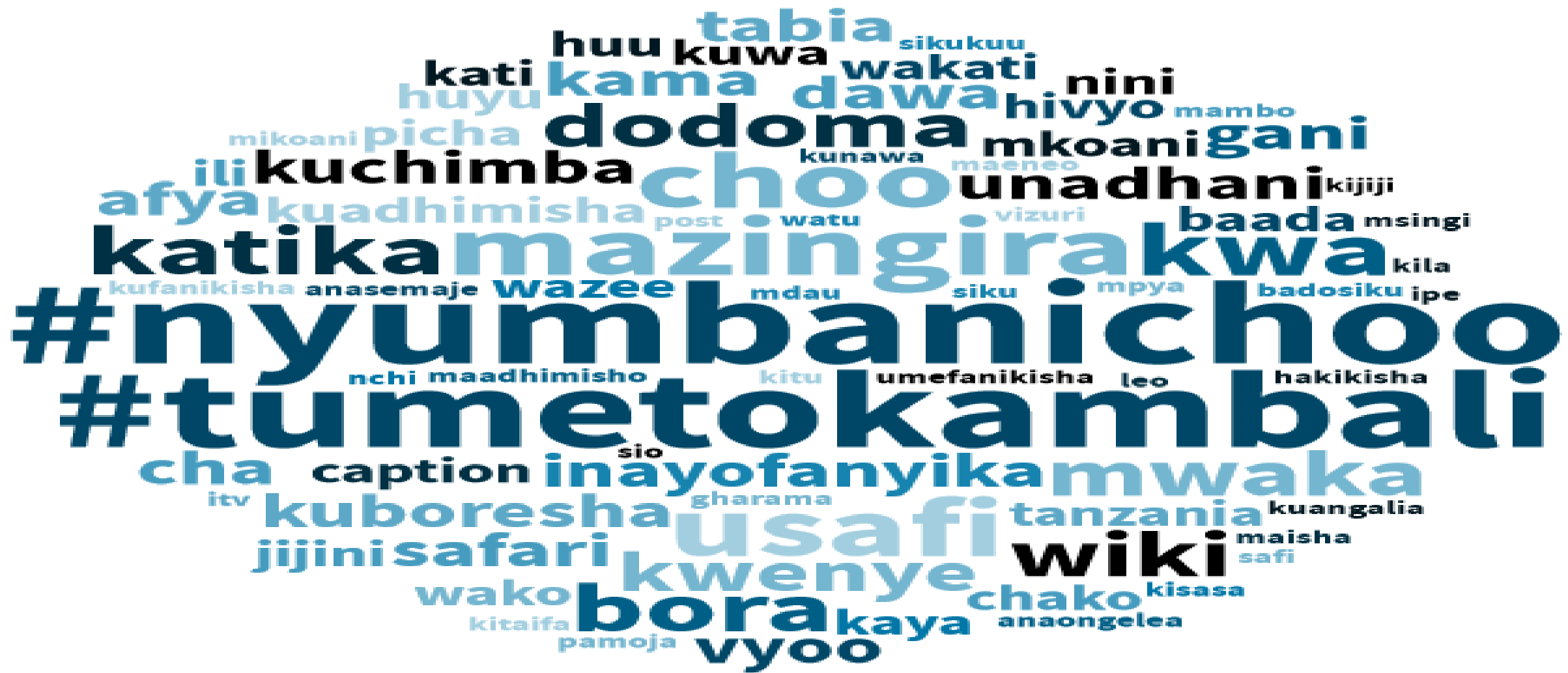
dar24.com  
Blogs  
2 Posts

### Most influential site

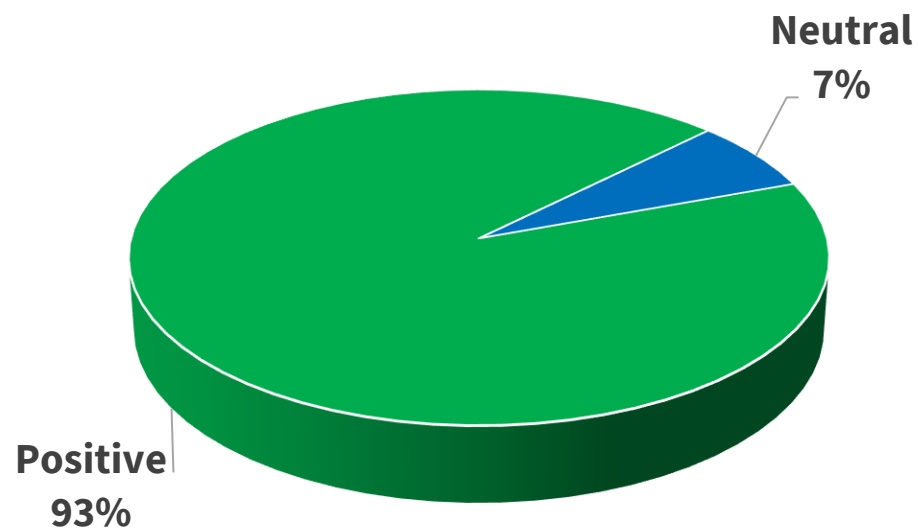


allafrica.com  
Online News  
12 Engagement

# Thematic Areas of Publicity



- ❑ The word cloud above is a representation of the topics around which the online publicity revolved around.
- ❑ The sizes are proportional to the amount of publicity under each topic.



- ❑ The whopping 93% Positive share of publicity was largely driven by **Nyumba Ni Choo's** own content, and subsequent replies and retweets which somewhat meant endorsements.
- ❑ The mobilization from influencers with informative posts also contributed to the above occurrence; one of the indicators of the campaign's success.

## Top 50 Positive Hashtags

#NyumbaNiChoo	298
#SanitationWeek	25
#tumetokambali	19
#WorldToiletDay	7
#Tanzania	5
#SSCvsYNGSC	4
#usichukuliepoa	4
#TaifaStars	3
#WikiYaUsafiWaMazingira	2
#CHOOBORA	2
#WorldToiletDay2019	2
#decorehub	2
#KipanyaChooni	2
#Njombe	1
#Ulimwenguni	1
#Hygiene	1
#Yanga	1
#Others	33

# Sample Positive Snapshots



ITV Tanzania shared an image



Ni vizuri kuweka katika maadishi kila unachopanga kufanikisha kwenye mwaka mpya wa 2020. [#NyumbaNiChoo](#) tunatamani kila kaya iwe na [choo](#) bora Tanzania. Tumeamua tunaweza. [#tumetokambali](#)

published on 28/12/19 at 11:01 | Facebook | Kenya | facebook.com



Richard Mabala @MabalaMakengeza tweeted

kabla ya au pamoja na mpango wa [nyumba ni choo](#), tungeonesha mfano bora kwa kusema ofisi ni [choo](#), shule ni [choo](#), zahanati ni [choo](#), soko ni [choo](#). Mara nyingi vyoo vyao ni mfano mbaya sana. Tukitaka watu wafanye kweli, lazima tuongoze kwa mfano bora.

published on 09/12/19 at 10:50 | Twitter | Tanzania | twitter.com



itvtz shared an image



Kesho tunaanza wiki ya usafi wa mazingira itakayofanyika kitaifa jijini Dodoma. Wangapi wameboresha vyoo vyao na wanakifaa cha kunawa mikono? [#tumetokambali](#) [#NyumbaNiChoo](#) [nyumbanichoo](#)



Usichukulie Poa, Nyumba ni Choo @NyumbaNiChoo shared an image



Kwa mujibu wa @elimuyaafya, manufaa ya kutumia [choo](#) bora ni kama vile 1. Kujisaidia kwa usalama na usiri 2. Kulinda utu wa mtu 3. Kuzuia Magonjwa ya kuambukiza kama vile kuharisha, kipindupindu, minyoo na homa ya matumbo Taja faida nyingine.... [#NyumbaNiChoo](#) [#WorldToiletDay](#)

published on 19/11/19 at 16:28 | Twitter | Tanzania | twitter.com



Jabir, J.A @bajabiri shared an image



Unapokwenda shule kumuandikisha mtoto huwa unawaza kuhusu huduma ya [choo](#) atakavyoipata? Au ndio ile "Hayanihusu" [#NyumbaNiChoo](#) [pic.twitter.com/ewLCQd3jzM](https://pic.twitter.com/ewLCQd3jzM)

published on 11/12/19 at 12:26 | Twitter | Kenya | twitter.com

# Sample Positive Snapshots



ITV Tanzania shared an image



Leo ni siku ya kwanza ya maadhimisho ya wiki ya usafi wa mazingira inayofanyika mkoani Dodoma. Kama nchi tumetoka mbali na tunapoelekea ni pazuri. Shiriki kwa kuboresha **choo** chako mwezi huu #NyumbaNiChoo #WikiYaUsafiWaMazingira

published on 16/12/19 at 12:06 | Facebook | Kenya | fa



Usichukulie Poa, Nyumba ni Choo @NyumbaNiChoo shared an image



Ukiambiwa Bwana/Bibi afya yuko njiani kuja kufanya ukaguzi mtaani kwenu na wewe huna **choo** kabisaaaaa... #NyumbaNiChoo pic.twitter.com/dpQ1N2ym8p

published on 06/11/19 at 11:12 | Twitter | Tanzania | twitter.com



ITV Tanzania shared an image



Kati ya sifa muhimu ya **choo** bora ni kuwa na kifaa chenye maji tiririka ili mtumiaji aweze kunawa baada ya kutumia **choo**. Unadhani watu wanakwamia wapi kuwa na kifaa kama hiki? A. Kutojali B. Gharama C. Utamaduni #Nyumbanichoo nyumbanichoo

published on 06/12/19 at 11:00 | Facebook | Kenya | facebook.co



Hika\_Lyimo @iamthatfemale shared an image



vyoo vya public ndio vinatakiwa viwe katika ubora wa hali ya juu zaidi.. we have to kill mazoea kwamba vyoo vya public vinakuwaga ovyoo ovyo tu.. cheki vyoo vya stendi ya iringa hapa chini.. #Nyumbanichoo pic.twitter.com/Cqd8WG3X3R

published on 01/12/19 at 09:38 | Twitter | India | twitter.com

# Blog Posts Snapshots



Wenye nyumba wengi "wao *choo* sio muhimu, muhimu kodi" waonywa, adhabu ka...



dar24.com | published on 09/10/19 at 12:31 | |



Ilala kukosa vyoo Mpoto akerwa "NI AIBU" Ataja *choo* cha Ikulu – Dar24

dar24.com | published on 09/10/19 at 11:22 | |

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# METRICS - DEFINITIONS

- 1. Thematic Breakdown:** The topics around which the conversations and mentions revolved.
- 2. Sentiments Analysis:** The tone of the message i.e. Positive, Neutral and Negative tones.
- 3. Volume & Daily trends:** The total number of mentions and their daily distribution throughout the period under analysis.
- 4. Influence:** The frequency and amount of exposure of various posts, from various authors and websites/blogs.
- 5. Engagement:** The shared experience and activities around different mentions and posts, including Shares(Reposts), Likes, and Comments/Replies.
- 6. Reach:** The level of exposure to which the mentions and posts were subjected to. This is drawn from the summation of audience numbers, i.e. the individual authors' followers, and average number of website visits, over a period of time.



***End.***